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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

March 22, 1946

No. 155

TO FEED THE HUNGRY: . . . The campaign to get more food for starving millions abroad moved forward at an increasing pace this week. Steps were taken to expedite USDA operations with appointment of Walter F. Straub as director of USDA's emergency food program and of Alfred Stedman as assistant to Chester C. Davis, chairman of the Famine Emergency Committee. Straub, formerly OPA's director of food rationing and more recently on an Army assignment to Europe, will coordinate and give general direction to all phases of the famine program. He will work with and through regularly established USDA agencies as well as with other federal agencies, the President's Famine Emergency Committee, and citizens' groups which are stimulating public participation in conservation of needed foods. Stedman, onetime assistant AAA administrator, will be in Washington the next few weeks, until the peak of the committee's work is past. Other activities of the week:

***Set aside percentages on lower grades of beef were increased to facilitate procurement of meat for foreign commitments.

***Approximately 3,813,000 tons of food from U.S. supplies have been designated during current quarter of 1946 (January-March) for shipment to liberated and occupied countries.

***To encourage dry bean production, USDA and OPA jointly announced price supports and ceiling prices on 1946 crop to increase returns over 1945.

***Plans were completed to hold National Garden Conference at Department, March 26-28.

***USDA recommended a series of measures to prevent spoilage of high-moisture corn held on farms in the Midwest.

***OPA has agreed to a 10% reduction in weight of bread with no lowering of bakers' price ceilings. Hitches thus far: (a) sale of "underweight" bread in many areas violates State and local weights and measures laws. Secretary Anderson has asked governors of all States to work out a plan whereby underweight bread can be sold, (b) bread mislabeled as to weight puts baker in violation of Federal Food and Drug Act. Baking industry points out impossibility, in short time remaining, of having wrappers printed showing actual weight. USDA is working with Federal Security Agency on means of complying both with law and objectives of President's program.

***USDA announced CCC will consider the purchase of dehydrated white potatoes produced from raw potatoes which are under loan under CCC price-support program in Idaho, Oregon, Nebraska, Colorado, Minnesota, North and South Dakota, and Wyoming. Dehydrated potatoes purchased are intended for resale to India to help relieve food shortages there.

ON INFORMATION FRONT. . . . Several items were slated for mailing to USDA agencies first of next week: *** A fact sheet on how to save, by Bureau of Human Nutrition and Home Economics. *** A collection of human interest stories on plight of starving people. *** What people in war-torn countries are doing to produce food for themselves (press release 588). *** Quotes by big names on famine emergency. *** Photostats of famine stories. These, plus highlights from all material issued since beginning of campaign, have been bundled into a kit to bring members of National Food Emergency Council up to date. Copies of kit also will go to State emergency food program managers.

IN THE MILL. . . . Information materials in preparation: *** Mats of charts comparing per capita calory consumption by countries. *** Country-by-country one-page summaries of food situation. *** Famine photos, 8x10 glossies, obtained from UNRRA for distribution through State managers. *** Photo layout of typical meals in U. S. and famine countries.

TO STIMULATE CONSERVATION. . . . In the famine emergency campaign everyone has an opportunity to save lives by saving food and producing more, and the vast majority of Americans will gladly cooperate if they know how urgent the need is. In that there's a job that'll take a lot of doing and an assignment every information worker must turn to with energy. Here are a few suggestions to keep the ball rolling. *** Use the ex-GI who saw war-torn Europe and Asia to tell on the radio or in newspaper interviews what he found out first hand about the food crisis abroad. *** Get the people who have relatives in Europe to describe what their letters tell, now that the mail black-out is lifted. *** Don't overlook pledge drive idea. Enlist local organizations to put on a drive for food conservation pledges. In one place a newspaper launched the drive with a special edition. *** Ways to save food can be stressed by contests in newspapers and on the radio, by demonstrations at the PTA, church meetings, and women's clubs. *** Store window exhibits could well show (a) plentiful foods we should eat here in order to conserve and send abroad (b) foods that can be shipped. *** Enlist the support of school children, boy and girl scouts--remember they have a lot of influence around the dining room table.

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LONDON FAO MEETING. . . . Special representatives from the United Kingdom, other FAO-member European countries, the United States, and Canada will meet with Sir John Boyd Orr, Director-General of FAO, in London early in April. They will discuss informally best means of collecting, analyzing, and disseminating statistical, economic, and scientific information pertinent to the work of the Food and Agriculture Organization. Only the European area will be considered at this meeting, but similar meetings are planned in other parts of the world to discuss problems of other areas, such as the Far East and the Americas. Department representatives who will attend are: P. V. Cardon of ARA; Ralph Shaw, USDA Librarian; and Ralph H. Allee, Jos. A. Becker, and Leslie Wheeler of OFAR.

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PAN AMERICAN DAY. . . . Wholehearted participation in the first post-war celebration of Pan American Day, April 14, by Department people and their assistance in securing wide observance among farm people was urged by Secretary Anderson in a recent memo to USDA chiefs. This observance may appropriately extend as Pan American Week according to the Secretary. "There are many reasons why the Department of Agriculture and rural people with whom the Department's agencies cooperate should have an especial interest in commemoration of Pan American Day," the Secretary said. "Agriculture is the great common denominator of the people of the Americas. This Department has been active in the program of technical collaboration and training, and joint action in facing agricultural problems, among the Americas."

A temporary OFAR committee has been formed at the suggestion of Secretary Anderson to act as a clearing house for the Department's 1946 Pan American Day activities. It consists of Dr. R. E. Moore, chairman, Dr. J. A. Hopkins, and Carlos J. Ortega, secretary. A fact sheet on the agricultural significance of the Day with suggestions for appropriate activities is available from OFAR.

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P. O. COVERAGE OF FARM SAFETY WEEK. . . . The Department's farm safety week poster will soon appear in all 2d, 3d and 4th class post offices of the country. Arrangements have just been completed for displaying the poster in the some 40,000 post offices involved.

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FARM LABOR MATERIALS. . . . Materials to be used in the farm labor and Victory Farm Volunteer program this year are described in a one-page leaflet recently sent to extension editors, farm labor supervisors, and distribution officers in State agricultural colleges. It also tells of a safety folder which may be developed by National Safety Council for direct sale to States -- the decision depending on "how many States will purchase how many copies." Copy of the leaflet entitled "Farm Labor Information Materials" may be obtained from the Office of Information.

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REPORT OF FIRST FAO CONFERENCE. . . . Now available for "limited free distribution" is a report of the first Food and Agriculture Organization conference at Quebec, October 16 to November 1, 1945. The report is valuable chiefly for research or reference purposes according to the FAO announcement. Persons requesting the report are asked to indicate the name of the organizations with which they are affiliated. The report may be obtained from the Director of Information Services, Food and Agriculture Organization of the United Nations, 2841 McGill Terrace, N. W., Washington 8, D. C.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . March 15, the Senate agreed to the conference report on the subsidies bill; the House passed a bill to continue the Second War Powers Act until March 31, 1947. March 18, the House agreed to the conference report on the subsidies bill; the House Agriculture Committee reported the Cooley Farm Credit Bill; the House passed a bill giving Federal Works Agency powers regarding administration of public buildings and grounds. March 19, the Senate agreed to the conference report on the urgent deficiency appropriation bill which includes a 100 million dollar increase in REA borrowing power; the House passed the Flannagan bill to place FCA and FSA in an independent Agricultural Credit Agency; the House received the conference report on the independent offices appropriation bill; the Senate passed the second urgent deficiency appropriation bill which increases the FSA borrowing authority by 25 million dollars and includes appropriations for fighting forest fires. March 20, the House passed a bill transferring Interior's fur-bearing animal research to this Department. March 21, the President approved the measure authorizing continuation of certain subsidies on agricultural commodities during 1946.

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LEGUME SEED PAYMENTS. . . . Because of the continued demand for legume seeds in this and other countries, the Agricultural Conservation Program for 1946 includes special payments to farmers for increasing production of seeds in short supply. Under a program similar to the one in effect for 1944 and 1945, farmers will be paid 7 cents a pound on alfalfa and alsike clover seed and 9 cents on red clover seeds for seeds sold commercially before next Jan. 1. Acreage payments will also be made in most states. 1946 goals for these three seeds are considerably higher than the number of acres harvested in 1945.

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NEW FCIC FEATURE. . . . For the first time farmers this year can get what is termed "partial insurance protection" under the FCIC program. The two plans of insurance -- for coverage of 50 and 75 percent of the farm's average yield -- are still in effect, but farmers can now be insured for portions of either plan in the following percentages: 60, 70, 80, or 90. Premiums and indemnities will be figured according to the plan chosen by the farmer and reduced according to the percentage of partial insurance he has selected. The partial insurance feature applies to cotton, spring wheat, and flax; a similar plan is provided for corn and tobacco, the 1946 experimental crops, under the FCIC program.

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TO GOV'T WRITERS is addressed a recent bulletin, "How Does Your Writing Read?" It was prepared by the Civil Service Commission but copies are available from the USDA Office of Personnel, Division of Training, Washington. The 11-page bulletin gives the Flesch formula for measuring readability and tells how to use it.

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SERVING MANY. . . . Beginning with the April issue the former publications SERVING MANY and INDUSTRIAL NUTRITION SERVICE will be combined into one called SERVING MANY. These publications, originally mailed out from the five area information offices of PMA, will now be handled from the Washington office. The combined publication will include the best sections of the two publications. The former SERVING MANY was put out particularly for food managers in industrial plants, restaurants, hotels and hospitals while INDUSTRIAL NUTRITION SERVICE was primarily for employee publications and individuals and groups promoting nutrition education.

During the war industrial plants learned the value of good noon-day meals for their employees and are planning increased feeding facilities as more equipment can be obtained. The Industrial Feeding Division of the PMA Food Distribution Programs Branch is being called upon more and more to help with plans for the installation of modern equipment, and to advise personnel and plant managers on how to best serve their employees.

NAT'L 4-H CLUB CAMP, which was discontinued during the war, will be held the week of June 11-18 on the campus of the American University, Washington, D. C. Leading 4-H Club members from the various States will be invited to attend.

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EDITORS TO ATTEND GARDEN CONFERENCE. . . . State extension editors planning to attend the conference of national garden leaders in the Department March 26, 27, and 28 include: Cal Anderson of Washington State; A. J. Simms, Tenn.; Glenn Rutledge, Ark.; Harold Baldwin, Conn; and J. Lloyd Burrell, (assistant editor from Ga.).

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USDA RELEASES OF SPECIAL INTEREST. . . . Food import restrictions under WFO 63 eased --537; Truman Henton to head Farm Electrification Research in BPISAE--541; Alfred D. Stedman to assist Chester C. Davis, chairman of the Famine Emergency Committee--551; Set aside percentage on lower grades of beef increased--547; Secretary Anderson's letter to State Governors on food campaign, on size of bread loaves--567; Support and ceiling price program on 1946-crop dry beans announced by USDA and OPA to encourage production--563; Peanut stocks at near-record high--581; L. B. Howard succeeds O. E. May as Chief of BAIC--578; M. H. Fohrman heads cattle breeding and management division in BDI--586; USDA announces new kind of wheat--573; Walter F. Straub named Emergency Food Program Director--582; Corn conservation measures recommended--591; Jackson County and the world food crisis--address of Secretary Anderson before Jackson County Farm Bureau, Independence, Mo., March 19--569; OFAR report on food production in famine countries --588; Crop production, prospective plantings, March 1946--596; Address of C. F. Speh Ass't Chief of BAIC, at conference of Nat'l Farm Chemurgic Council, St. Louis, Mo., March 18--518.

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RECENT USDA PUBLICATIONS. . . . Food Crops Need Phosphate--AIS-46, 6-page folder; Facts About Cotton and Southern Farming, Misc. Pub. 594, 64 p.; Air Transport of Agricultural Perishables, Misc. Pub. 585, 44 p.

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